IMPACT OF CONSUMERS' DEMOGRAPHIC PROFILE ON USAGE OF MOBILE APPLICATION

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ABSTRACT

This research aims to explore the impact of demographics on the use of mobile applications by consumers. Developing countries like India are converting their traditional usage (hardware) to technology, and people feel comfortable with mobile applications for their electronic devices. Since people are all busy in this century, mobile applications usage has gained importance in the modern business world. They have grown in popularity over the years mainly because it is convenient for them to access them from their workplace or home. Some people hesitate to use mobile applications because they're concerned about technology, safety, and design. The purpose of this study is to understand how Thoothukudi people value mobile applications. Using a simple random sampling method, data have been collected from 120 individuals in Thoothukudi District. Data were analysed with the help of SPSS software.

Keywords:- mobile application, electronic devices and technology

INTRODUCTION

Technology has changed the people operate in both our personal and business lives. A mobile application, most commonly known as an app, is a kind of application software intended to run on a mobile phone, for example, a smartphone or tablet PC. People use mobile apps for everyday tasks and business operations. Being familiar with this technology and its uses can help simplify many areas in our life. Today, mobile devices and the mobile applications that open their value is the most mainstream path for individuals and organizations to interface with the internet. From waking up in the morning with an accurate time ringing like an alarm clock, followed by managing To-do lists, handling finances, diet charts, daily sources of entertainment, apps are always there. Until end the day with favourite songs played in the music app (it ends like for a few), we can simply say now that apps shape our lifestyles. Not just for the dependencies that people have on apps, but they actually also desire to apps instead of everything.

According to Techopedia, professional IT insight and inspiration, there are several types of apps currently available.

❖ Gaming apps: The equivalent of computer video games, they are among the most popular types of apps. They account for one-third of all app downloads and three-fourths of all consumer spending.

- ❖ Productivity apps: These focus on improving business efficiency by easing various tasks such as sending emails, tracking work progress, booking hotels, and much more.

- ❖ Lifestyle and entertainment apps: Increasingly popular, these encompass many aspects of personal lifestyle and socialization such as dating, communicating on social media, as well as sharing (and watching) videos. Some of the most widely known apps such as Netflix, Facebook or TikTok fall into this category.

- ❖ Other app types include mobile commerce (M-commerce) apps used to purchase goods online such as Amazon or eBay, travel apps that help a traveler in many ways (booking tours and tickets, finding their way through maps and geolocation, travel diaries, etc.), and utility apps such as health apps and barcode scanners.

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LITERATURE REVIEW

AdrianHolzeret al. (Feb 2011), "Mobile application market: A developer's perspective", described that the major software companies, such as Apple and Google, are disturbing the relatively safe and established actors of the mobile application business. These newcomers have caused significant structural changes in the market by imposing and enforcing their own rules for the future of mobile application developments. The implications of these changes do not only concern the mobile network operators and mobile phone manufacturers but also bring additional opportunities and constraints for current mobile application developers. Therefore, developers need to assess what their options are and how they can take advantage of these current trends.

Rashedul Islam et al. (Dec 2010), "Mobile Application and Its Global Impact", presents that the uses and effect of mobile application in individuals, business and social area. In modern information and communication age mobile application is one of the most concerned and rapidly developing areas. This paper demonstrates that how individual mobile user facilitate using mobile application and the popularity of the mobile application. Here the researcher presenting the consequence of mobile application in business sector. Different statistical data of the past and present situation of mobile application from different parts of the world has been presented here to express the impact. This paper also presents some effect of mobile application on society from the ethical perspective.

STATEMENT OF THE PROBLEMS

There are plenty of apps are downloaded, but customer retain only few apps. They simply deleted the unwanted apps because of technology, safety and design issues. According to Digital Skills Global article said that it's shocking fewer are ever used the applications again because steps for installation, language problem, easy to use, fun and enjoyable and offering any rewards. So in this article the researcher felt that how the consumer demographic profile impacts them in the usage of mobile application specifically Thoothukudi city people.

SCOPE OF THE STUDY

As we utilize mobiles, we will be able to see the many advantages they provide. There are many mobile applications available in the current digital age. These applications can be used instead of electronic devices such as clocks, watches, remotes, flashlights, etc., so that mobile applications have a vital role to play. In this study, we investigate the impact of demographic profiles on mobile applications in Thoothukudi district. The study also identifies the importance of using mobile applications in a person's day-to-day life, and also the convenience that is gained by utilizing mobile applications for their regular activities.

FRAMEWORK OF THE STUDY
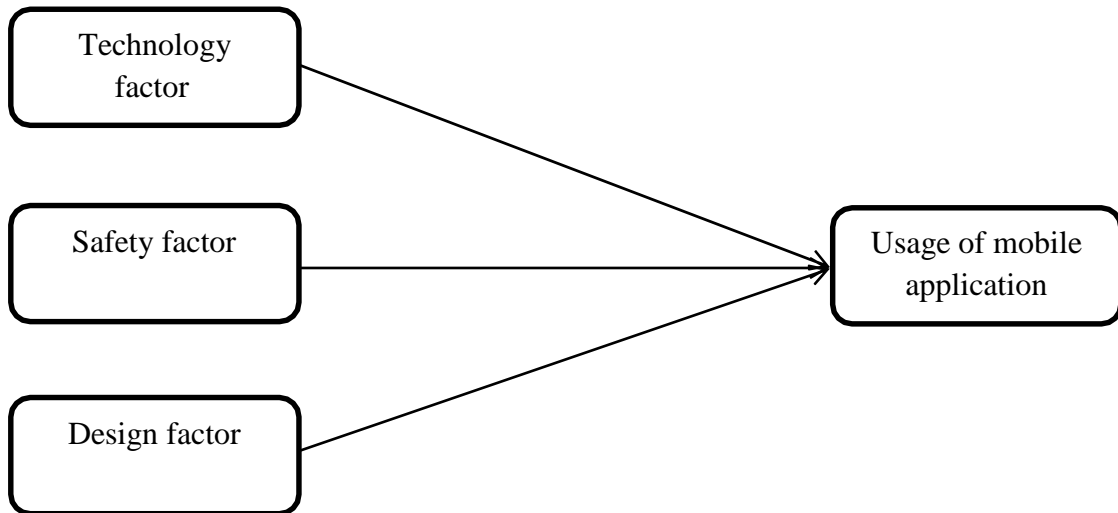
OBJECTIVES OF THE STUDY

- ✓ To recognize the demographic profile of the Thoothukudi respondents.
- ✓ To comprehend the importance of mobile applications.
- ✓ To analyze the impact of demographic profiles on usage.

RESEARCH METHODOLOGY

In this study, a descriptive research design was used and primary data were examined. The study consisted of respondents drawn from the Thoothukudi district. The primary data was collected with the help of a structured questionnaire. Simple random sampling technique was used to identify the sampling respondents and the sample size selected for the study was 120. The data analysis was conducted with statistical tools like SPSS and MS-Excel.

DATA ANALYSIS

Data were collected from 120 respondents in Thoothukudi District; Table 1 gives brief explanation about demographic classification based on the collected information.

S.No.	Profile	Variables	Frequency	Percent
1	Age	15-25	12	10.0
		26-35	60	50.0
		36-45	36	30.0
		above 45	12	10.0
		Total	**120**	**100.0**
2	Gender	Male	67	55.8
		Female	53	44.2
		Total	**120**	**100.0**
3	Educational Qualification	Up to School	7	5.8
		UG	51	42.5
		PG	43	35.8
		M.Phil / Ph.D	16	13.3

		Illiterate	3	2.5
		Total	**120**	**100.0**
4	Occupation	Employed	61	50.8
		Home maker	28	23.3
		Retired	2	1.7
		Student	9	7.5
		Business	20	16.7
		Total	**120**	**100.0**
5	Family Monthly Income	Up to Rs.30,000	62	51.7
		Rs.30,001-Rs.60,000	41	34.2
		Rs.60,001 - Rs.90,000	14	11.7
		Above Rs.90,000	3	2.5
		Total	**120**	**100.0**
6	Marital Status	Married	98	81.7
		Unmarried	22	18.3
		Total	**120**	**100.0**
7	Measure the usage of mobile application	Positive	96	80.0
		Negative	24	20.0
		Total	120	100.0

From the table 1 with regards to the age groups of the people 10% of respondents are between 15-25 years, 50% of respondents are between 26-35 years, 30% of respondents are between 36-45 years and 10% of respondents are above 45 years. The comparing the largest number of respondents 55.8% are male and the other 44.2% are female respondents. Educational qualification of the respondents 5.8% are up to school level, 42.5% of respondents are in Under Graduate level, 35.8% of respondents are in Post Graduate level, 13.3% of respondents are in M.Phil/Ph.D and 2.5% of respondents are illiterate people. The table 1 has been found that 50.8% of respondents are employed, 23.3% of respondents are home makers, 1.7% of respondents are retired people, 16.7% of respondents are doing business and 7.5% of respondents are students. From the table, that 51.7% of respondents earn less than Rs.30,000 as family monthly income, 34.2% of respondents earn between Rs.30,001 and Rs.60,000 as family monthly income, 11.7% of respondents earn between Rs.60,001 and Rs.90,000 as family monthly income and 2.5% of respondents earn above Rs.90,000 as family monthly income. From the table shows that 81.7% of respondents are married and 18.3% of respondents are unmarried. The above table measures the usage of mobile application, in that 80% of respondents are positive and 20% of respondents are negative.

Table 2 importance of mobile applications

Importance of Mobile Applications	1	2	3	4	5	Total	Weights	Rank
Excellent communication channels	1	1	16	42	60	120	0.1504	1
Handle information instantly	2	7	11	45	55	120	0.1457	4
Faster operation	2	8	10	35	65	120	0.1483	2
Application price affordability	4	4	23	32	57	120	0.1428	5
Made consumer requirement much smaller	7	10	24	28	51	120	0.1347	6
No need to carry electronic devices	4	11	30	35	40	120	0.1318	7
Great source of entertainment	3	4	16	38	59	120	0.1463	3

The table 2 the researcher can interpret the importance of mobile applications has seven variables, these are the seven variables calculated based on ranking. "excellent communication channels" stands first rank, which is followed by faster operation, great source of entertainment, handle information instantly, application price affordability, made consumer requirement much smaller and no need to carry electronic devices.

Table 3 regression analysis for impact of demographic profiles on usage

Variables	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	.962	.241	3.995	.0001
Technology	.416	.071	5.864	.0001
Safety	.221	.065	3.383	.001
Design	.160	.061	2.633	.010

HYPOTHESIS 1: There is no impact of predicators, variables such as design, safety and technology on outcome variable as overall usage about the mobile applications.

Dependent variable : Overall usage about the mobile applications (Y)
Independent variables: 1. Design (X_1)

2. Safety (X_2)

3. Technology (X_3)

Multiple R value : 0.799

R Square value : 0.639

F value : 68.417

P value : 0.0001

The R square value 0.639 shows that the predicators have moderate impact on the dependent variable.

The P value (0.0001) is lesser than the level of significance (0.05). Hence we reject hypothesis 1.

The above table shows that 1-point increase in technology causes 0.416-unit increase in overall usage about the mobile applications, 1 point increase in safety causes 0.221 unit increase in overall usage about the mobile applications and 1 point increase in design causes 0.160 unit increase in overall usage about the mobile applications.

Hence, the researcher infers that among the independent variables, technology have a more significant influence on overall usage about digital application, followed by safety, then design.

DISCUSSION AND CONCLUSION

Almost everyone has a smartphone today and the usage of smartphones in peoples day-to- day life is growing. Mobile applications have made our lives super easy and awesome every single day. Based on the above data analysis, it can be seen that mobile applications have excellent communication channels since distance is no longer an issue. In addition, the operations are faster and easier, so there is no need to stand in line. By using entertainment applications, operations can be fun, enjoyable and relaxing for all types of people. Mobile applications make it possible to handle information instantly. Therefore, it is no longer necessary to carry a laptop with you because everything can be consulted directly from your phone. Impact of utilization is a combination of technology that offers backups, applications updates, storage capacity, and allows multiple apps to run simultaneously. Overall, the use of mobile applications is positive in Thoothukudi district.

SUGGESTIONS OF THE STUDY

- ✓ Although mobile applications have a positive impact on lives, they also carry a negative side.

- ✓ People need to learn to use them cleverly so that they are not completely addicted to them.

- ✓ Human beings' needs and wants change constantly in today's fast-paced digital world. In order to meet consumer expectations, it must be necessary to add features and update applications.

- ✓ In order to meet customer expectations, design is the way the mobile application interacts with the user. Therefore, application designers must be aware of language barriers, offline availability, and user-friendliness.

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